

1957

Disneyland



A
COMPLETE
GUIDE
TO

ADVENTURELAND
TOMORROWLAND
FANTASYLAND
FRONTIERLAND
MAIN STREET, U.S.A.





To all who come to this happy place... WELCOME.

Disneyland is your land. Here age relives fond memories of the past... and here youth may savor the challenge and promise of the future.

Disneyland is dedicated to the ideals, the dreams, and the hard facts that have created America... with the hope that it will be a source of joy and inspiration to all the world.

WALT DISNEY

*(Official dedication plaque located at flagpole
in Town Square on Main Street, Disneyland)*

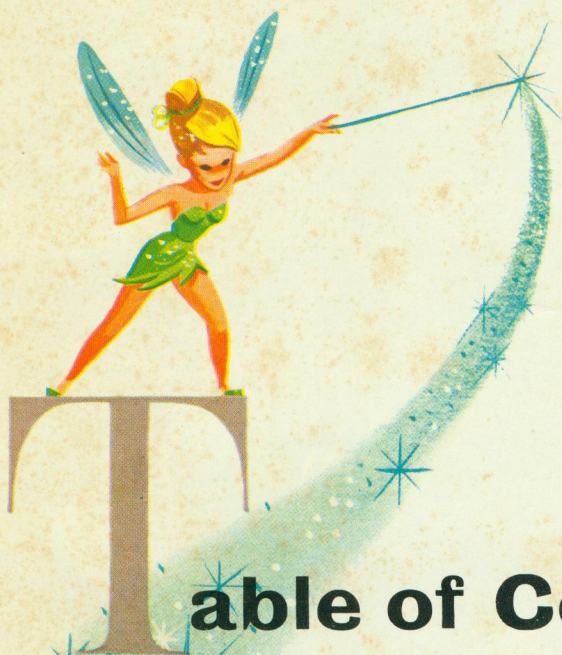
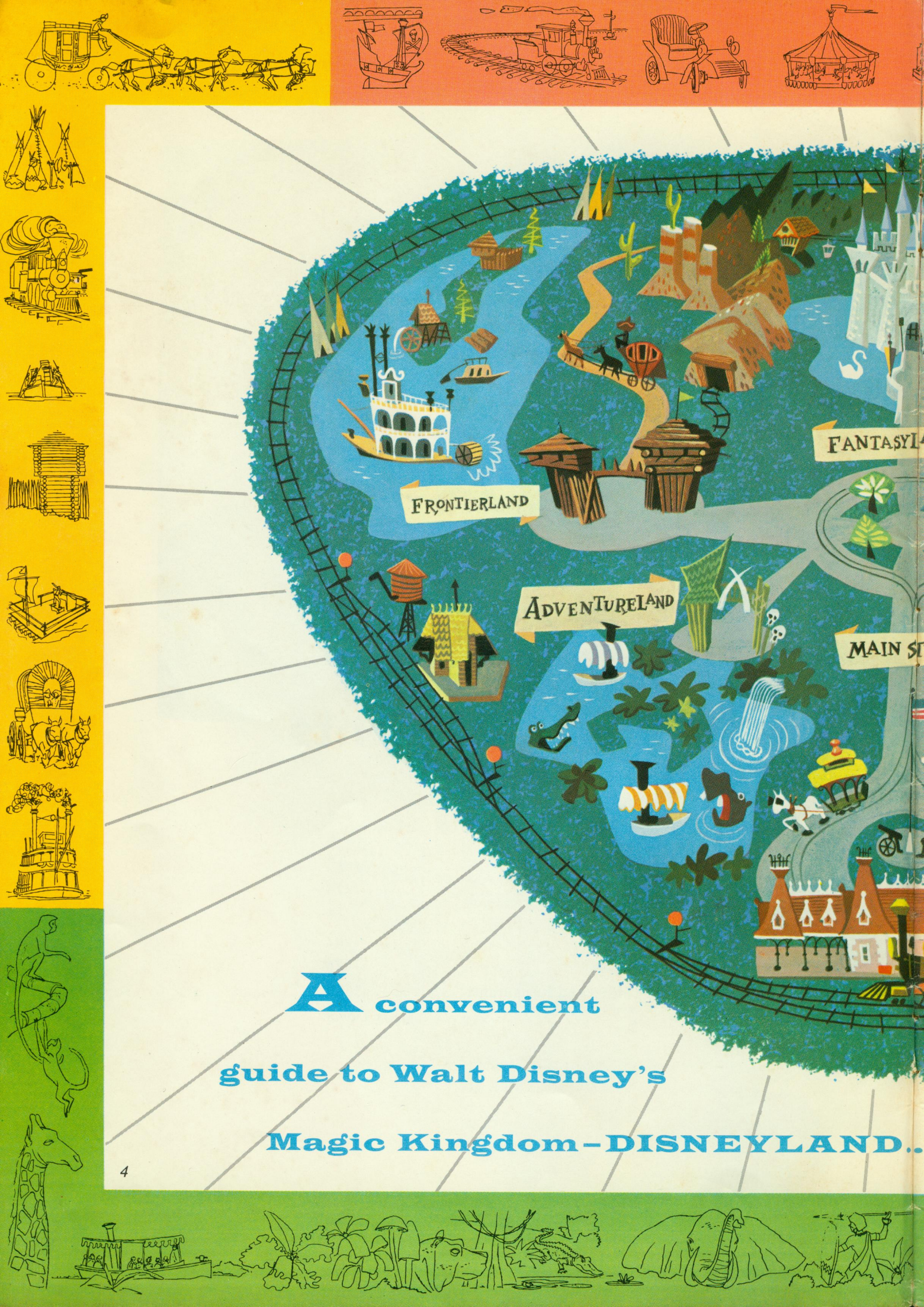
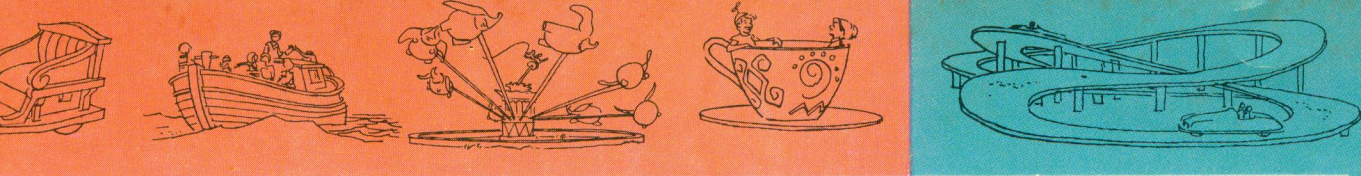


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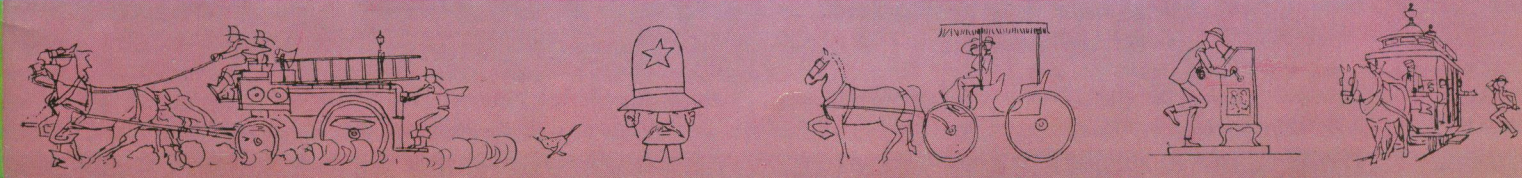
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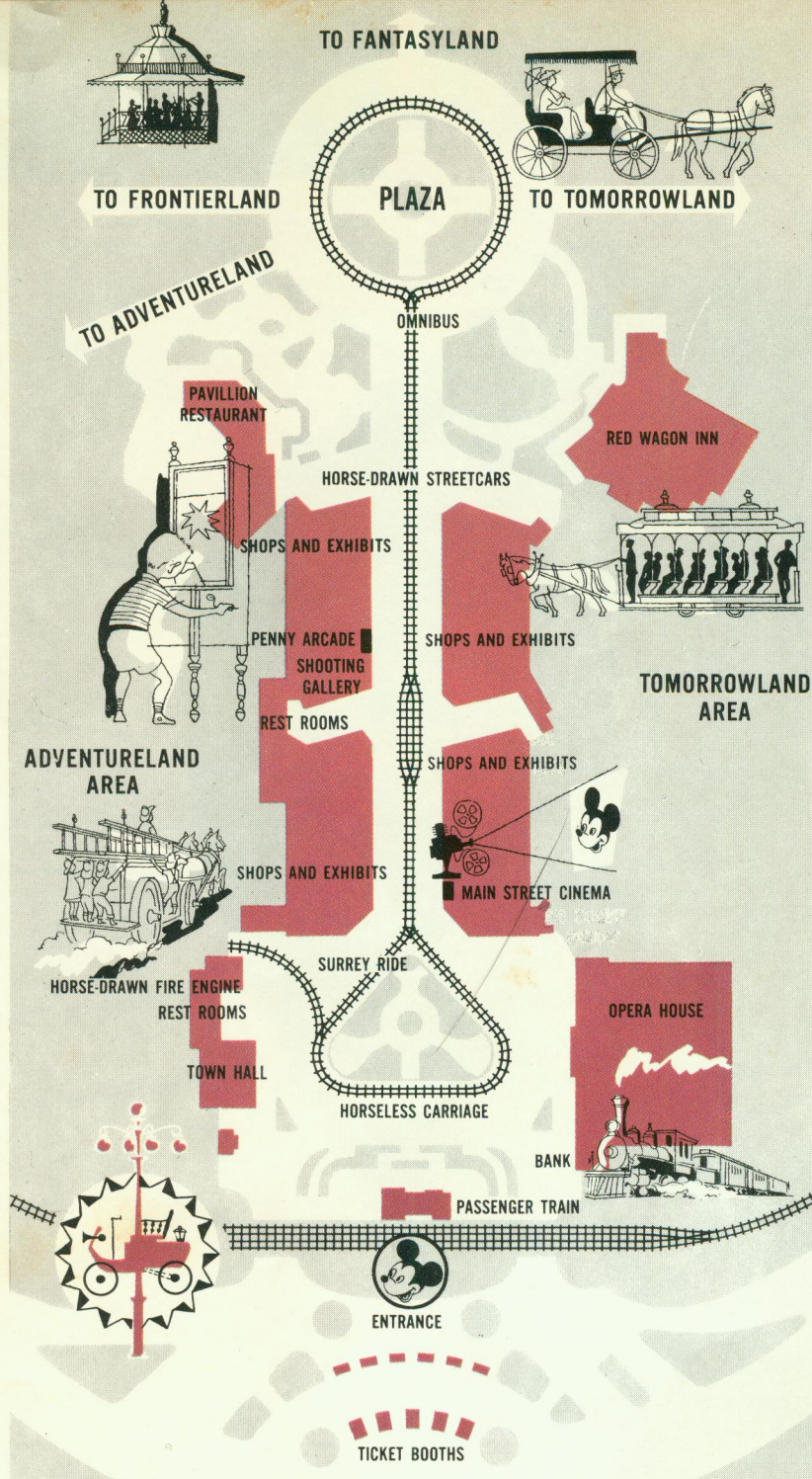


A convenient
guide to Walt Disney's
Magic Kingdom-DISNEYLAND..



“The Happiest Place on Earth”





Main Street, U.S.A.



Return to the happy days of yesteryear the moment you enter Walt Disney's Magic Kingdom. Here, you'll find yourself back in the carefree era of the 1890's on a typical small town Main Street—cornerstone of the American way of life. You'll fulfill many cherished dreams as you answer a "fire alarm" and clamber aboard the old-fashioned hose and chemical wagon. The horse-drawn trolleys... the surreys "with the fringe on top"... a 1905 horseless carriage... stores and exhibits reminiscent of a bygone era and a never to be forgotten way of life... all are a part of Disneyland's Main Street, U.S.A., the "heart-line of America."

Eager adventurers with hearty appetites find Disneyland's popcorn vendors and their shiny red wagons irresistible.



One of Main Street's horse-drawn streetcars is pulled at a leisurely pace by "Dobbin'."



The harum-pa-pa of marching music quickens the steps and widens the smiles of Disneyland guests as the Disneyland Band parades up Main Street.



Information

FIRST AID STATION: City Hall, Town Square.

GUEST RELATIONS OFFICES: City Hall.

LOST CHILDREN: City Hall, Town Square.

LOST AND FOUND: Inquire Security Office.

INFORMATION CENTER: Located in the Plaza Apts. at the foot of Main Street. Road maps, hotel-motel information, places of interest to see. Operated by the North America Companies.

RESTAURANTS & REFRESHMENTS: Carnation Ice Cream Parlor, Corner Main St. & W. Center • Carnation Plaza Gardens—Northwest side of Plaza • Coca-Cola—Soft drinks only • Maxwell House Coffee Shop, Town Square • Pavillion, West side of Plaza • Red Wagon Inn, East side of Plaza • Puffin Bake Shop.

REST ROOMS: City Hall and W. Center St.

RIDES: Fire wagon—an old-time hose and chemical wagon • Omnibus • Santa Fe & Disneyland Passenger Train • Street Car—horse-drawn trolley of yesteryear • Surrey (with the fringe on

top) • 1905 Horseless Carriage • Penny Arcade.

SHOPS & EXHIBITS: Puffin's Bakery • Bank of America • Bekins Van & Storage • Children's Book Store • Cole of California Swim Suits • Emporium Department Store • Gift Shop • Eastman Camera Store • Glass Blower • Gibson Card Shop • Sunny-View Farms Jams & Jellies • Jemrock Shop • Yale & Towne Lock Shop • Wonderland Music Store • Pen Shop • Candy Palace • China & Glass Shop • Coin Shop • Tobacco Shop • Upjohn Pharmacy • Show Business Souvenirs • Silhouette Artist • Town Square Realty • Art Corner Gallery • U.S. Time Watches & Clocks • Swift's Market House • Jewelry • North America Companies Information Center • Printing Shop • Wurlitzer Piano & Organs.

SHOWS: Main St. Cinema—Old Time Movies.

STROLLERS & WHEEL CHAIRS: Available at newspaper shop on Town Square.

TELEPHONES: East Center Street. Also, outside the main gate.



*The Santa Fe & Disneyland passenger train chuffs into Main Street Station—
one of the first sights visitors see at Disneyland.*

Main Street, U.S.A.



*Turn-of-the-century Town Square at Disneyland accurately
recreates American town life of 50 years ago.*





Main Street's musical Keystone Cops provide sidewalk entertainment for Disneyland guests.

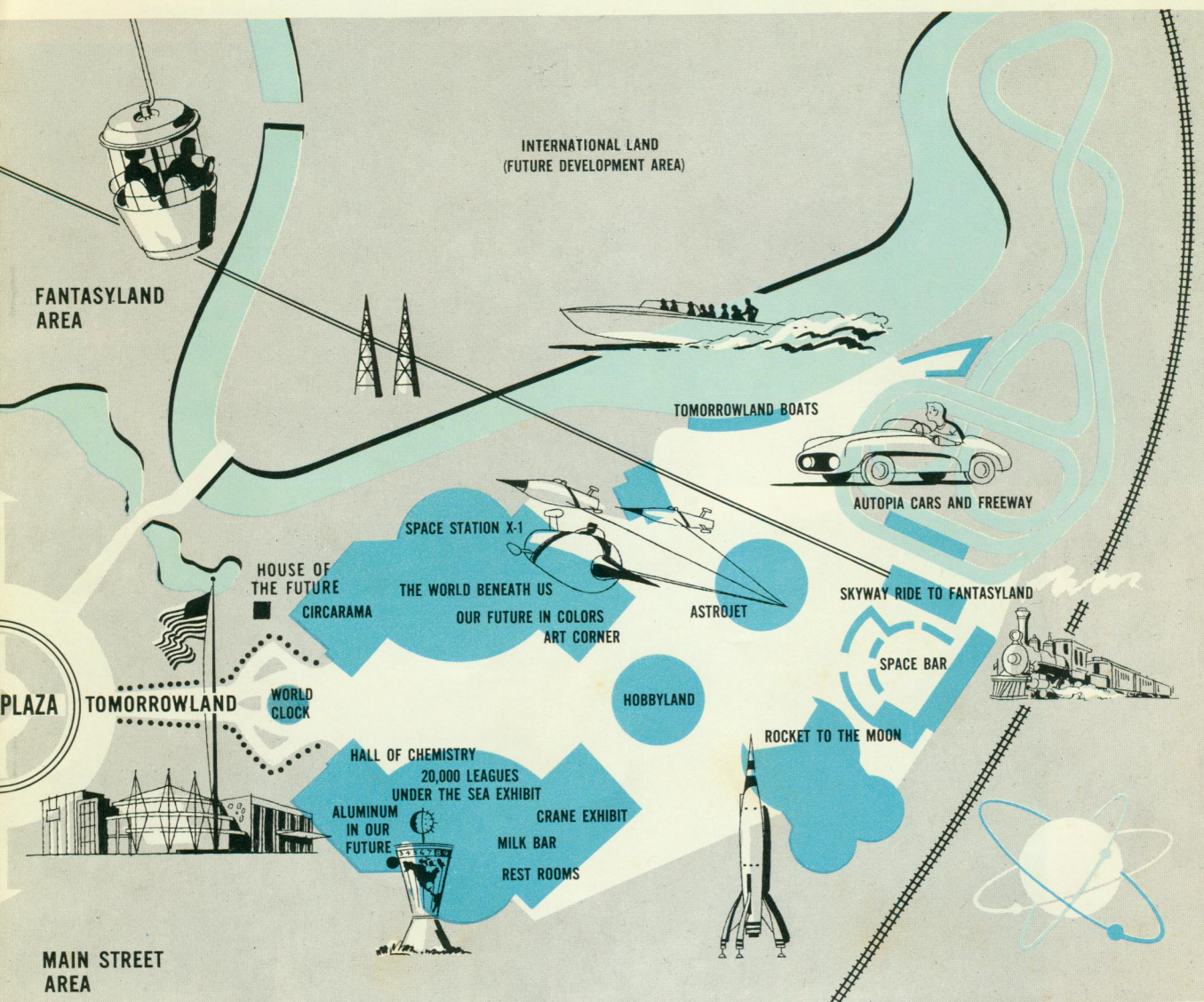
A Main Street favorite is a ride on the Disneyland Fire Department's old-fashioned hose and chemical wagon.



Disneyland guests find tempting meals in the beautiful surroundings of Grandfather's day at this restaurant on Main Street's Plaza.

Disneyland's horseless carriage takes some happy visitors for a ride down Main Street.



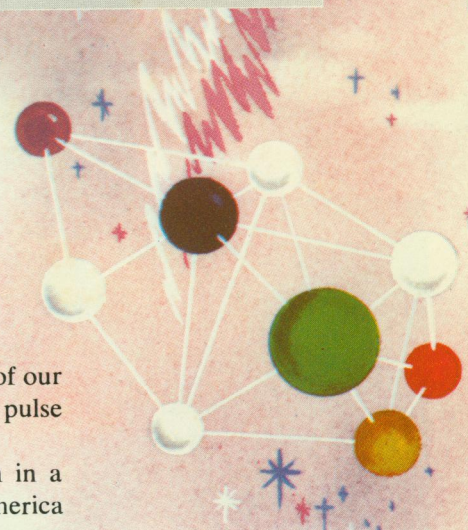


Tomorrowland

A daring world of hopes and dreams—a living blueprint of our future. Enter the realm of the unexplored, and let your pulse quicken as the future becomes a reality.

In Tomorrowland you may take a trip to the moon in a TWA rocket, flash through the air in an Astrojet, or see America from a space station.

Science and industry combine to bring you a preview of tomorrow's living as you explore and enjoy the many futuristic shows and exhibits.





Flags of the states line the entrance to Tomorrowland.



Tomorrowland's futuristic clock tells the time anywhere on earth.

Information

EXHIBITS: American Dairy Association—Future techniques in production and distribution of dairy products • Art Corner • Circarama—American Motors presents an exciting travel picture on a 360 degree movie screen • Crane Exhibit—Home and industrial appliances of the future • Kaiser Aluminum Exhibit—Enter a giant telescope to see the “brightest star in the world of metals” • Monsanto—Chemistry’s part in future living—Monsanto House of the Future • Richfield Diorama—The story of oil • Dutch Boy Exhibit—Our future in colors.

REST ROOMS: Along side of exhibit buildings.

RESTAURANTS & REFRESHMENTS: Space Bar—

Automat type restaurant • Yacht Club—Self-service restaurant • Dairy Bar—American Dairy Association Exhibit.

RIDES: Autopia—Disneyland’s car of the future • Astrojet—Jet-age thrills • Rocket to the Moon, TWA—Round trip to the moon • Space Station X-1—See America from a space station • Skyway Ride—See Disneyland from the air.

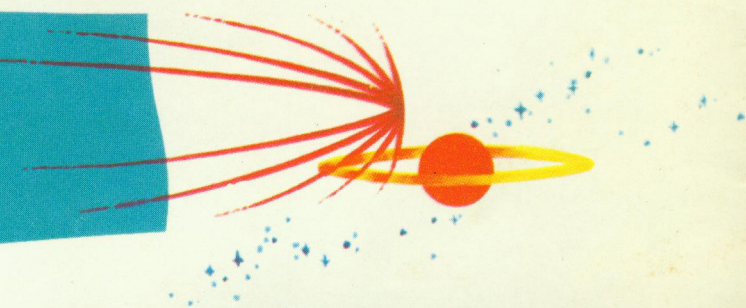
SHOWS: “20,000 Leagues Under the Sea”—actually enter the submarine sets used in making the movie, and watch the giant squid.

PUBLIC TELEPHONES: Located near exhibit buildings.



A section of Tomorrowland at Disneyland.

Tomorrowland



Youngsters have fun at one of the many exciting free exhibits in Tomorrowland.



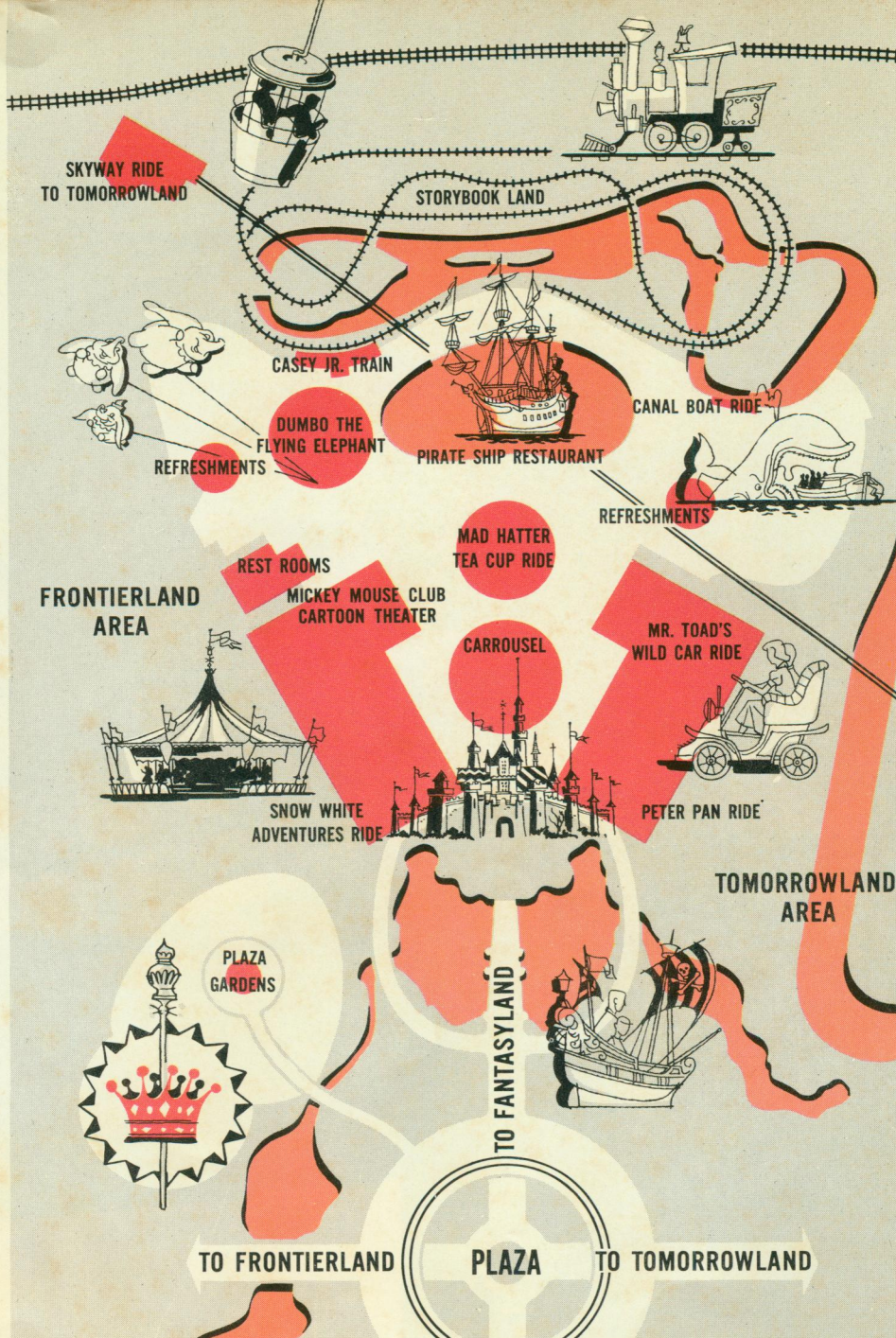
Young and old enjoy the Autopia ride, driving scaled-down cars on Tomorrowland's miniature freeway.



Tomorrowland's visitors find thrills piloting the fast flying Astro Jet.

Skyway riders view the breathtaking panorama of Tomorrowland as they soar high in the air, on their way to Fantasyland.

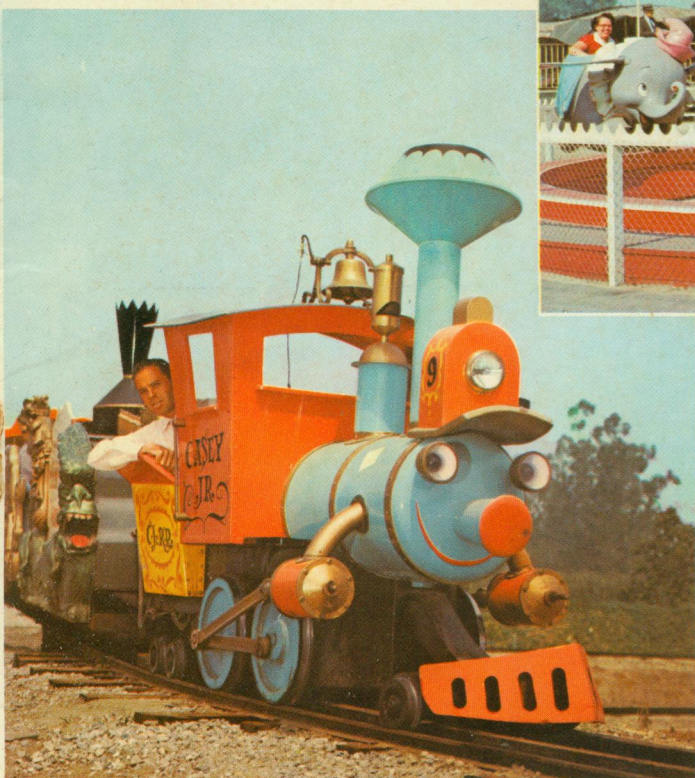




Fantasyland



A magic land that takes you back to childhood. You'll cross over the ancient drawbridge of a medieval castle into a timeless world of imagination. Here you'll become a part of the Peter Pan story, and flee with Snow White from the Wicked Witch. You'll soar aloft with Dumbo, the flying Elephant... encourage Casey Jr., "the little train that can," as he huffs and puffs up Impossible Hill. In Storybook Land you'll ride in Canal Boats, gliding past Cinderella's Castle, Pinocchio's Village, the Three Little Pigs' Houses and other enchanting miniature villages. All these and more make up the world of Fantasyland.



Flying with Dumbo is fun for Disneyland guests of all ages.

Casey Jr. has a bright smile for the passengers he carries on a journey of Fantasyland fun.

Information

RESTAURANTS & REFRESHMENTS: Pirate Ship—Light meals and snacks • Refreshment stands—each side of the “land” • Welch’s Grape Juice Stand—adjoining Mickey Mouse Club Theatre.

REST ROOMS: On west side of Mickey Mouse Club Theatre, and identified “Prince” and “Princess.”

RIDES: Storybook Land—quaint little boats take you on a never to be forgotten journey • Casey Jr. Circus Train—over and around Storybook Land • Dumbo, the Flying Elephant • King Arthur’s Carousel—72 prancing steeds • Mad

Hatter’s Tea Party—a dizzy whirl • Mr. Toad’s Wild Ride—experience his hilarious adventures • Peter Pan—over London and into Never Never Land • Skyway Ride—from Swiss Alpine Lodge over Fantasyland to Tomorrowland and return • Snow White—relive her adventures.

SHOPS: Merlin’s Magic Shop • Mad Hatter’s • Art Corner • Toy Shop.

SHOW: Mickey Mouse Club Theatre—thirty-minute cartoons running continuously from 11 a.m. until closing.

TELEPHONES: West side of Fantasyland.

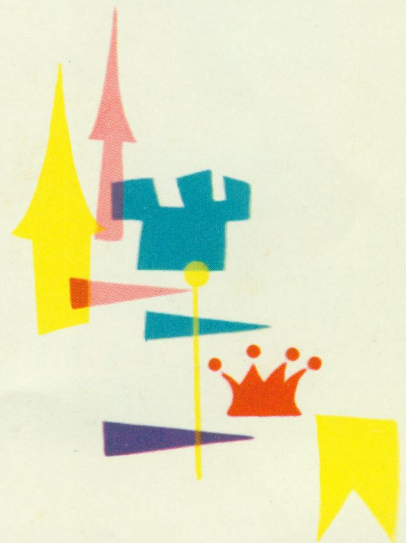


Fantasyland—home of Snow White, Peter Pan, Mr. Toad and many others—is truly the happiest kingdom of them all.



Fantasyland's colorful Pirate Ship has a real restaurant aboard.

Fantasyland



One of the many enchanting scenes in Storybook Land, Pinocchio's Village delights passengers aboard this gaily decorated canal boat.





72 lively steeds prance merrily to a calliope tune on Fantasyland's Carrousel.

Teacups from the Mad Hatter's Tea Party whirl and spin at a dizzy pace in Fantasyland.



The hilarious misadventures of Mr. Toad in Fantasyland bring fun and laughter to everyone.



Off to Never Never Land, Skull Rock and Captain Hook's Hideaway in Fantasyland's Peter Pan pirate galleon!



Frontierland

America's frontiers, from Revolutionary days to the great southwest settlement, live again in Frontierland. You'll actually experience the high adventure of our forefathers who shaped our glorious history.

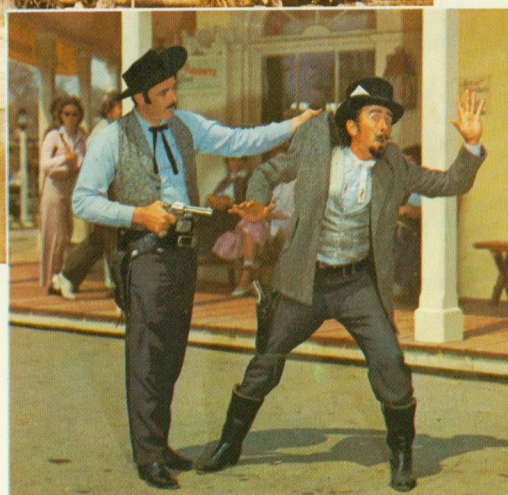
You'll meet the challenge of wilderness and desert as you board a stagecoach or Conestoga wagon. Travel aboard a stern-wheeler on a colorful river trip, visit the western "saloon," see the Western Mining Town. Ride a raft to Tom Sawyer Island. See Injun Joe's Cave and Fort Wilderness. Board a real mining train and thrill to Rainbow Caverns Falls. It all adds up to hours of fun and excitement for you in Frontierland.

Frontierland's visitors are entertained by a Dixieland band as they watch a keelboat pass by.

Entrance to Frontierland, symbolizing our country's glorious pioneer past.



Sheriff Lucky captures Black Bart, the card shark—all part of the fun in Frontierland.



Information

EXHIBITS: American Rifle Exhibit.

SHOPS: Pendleton Woolen Mills • Squaw Shop • Leather Shop • Frontier Gun Shop • Mexican Fiesta Village • Trading Post • Bone Carving Shop.

SHOWS: Pepsi-Cola's Golden Horseshoe Revue • Indian Village.

REST ROOMS: At Plantation and at entrance to Frontierland.

RESTAURANTS: Aunt Jemima's Pancake House • Frito House—Mexican Food • New Orleans Barbecue • Oaks Tavern • Orange Juice Stand • Plantation—Southern Fried Chicken.

TELEPHONES: Left of fort entrance.

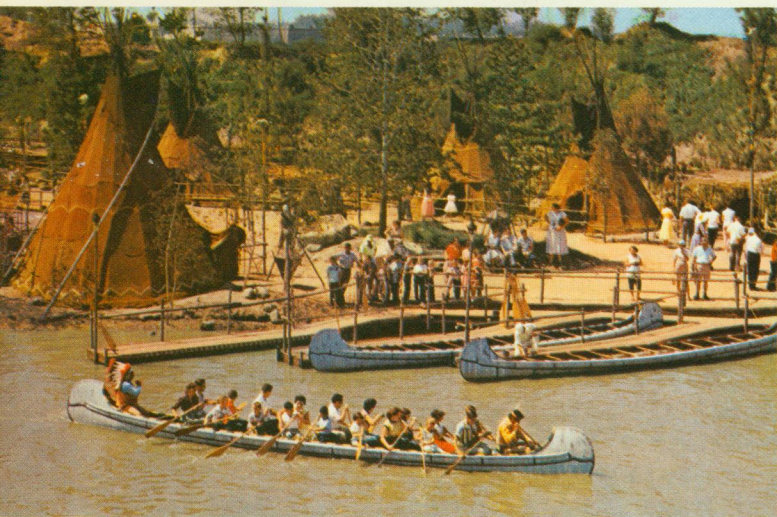
RIDES: Mark Twain—105 foot sternwheeler, on a historic river trip around Tom Sawyer Island • Mule Pack Ride • Stagecoach • Conestoga Wagon Ride • Rainbow Caverns Mine Ride • Freight Train Ride; Western RR Station • Mike Fink's Keelboat Ride • River Raft to Tom Sawyer Island • Indian War Canoes.

ATTRACTIONS: Tom Sawyer Island—Fishing • Suspension Bridge • Water Wheel • Lookout Hill • Fort Wilderness • Burning Settler's Cabin • Injun Joe's Caves • American Wild Life.



Mike Fink's Keelboat salutes the Mark Twain Riverboat on Frontierland's River.

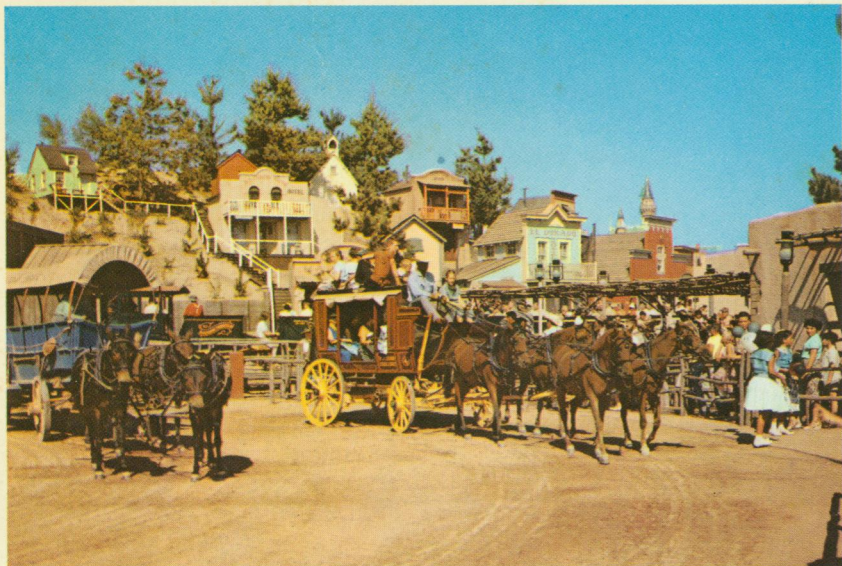
Frontierland



Hardy braves "paddle their own canoe" from the landing in Frontierland's Indian Village.

Old Glory waves proudly over Fort Wilderness, an outpost of civilization on Tom Sawyer's Island in Frontierland.





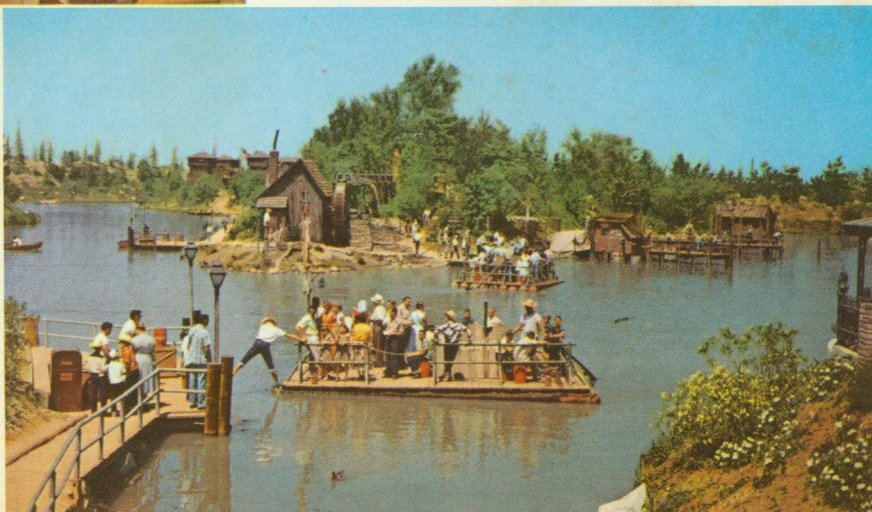
Hardy pioneers set out from Rainbow Ridge to explore the mysterious Rainbow Desert aboard Stage Coach and Conestoga Wagon.

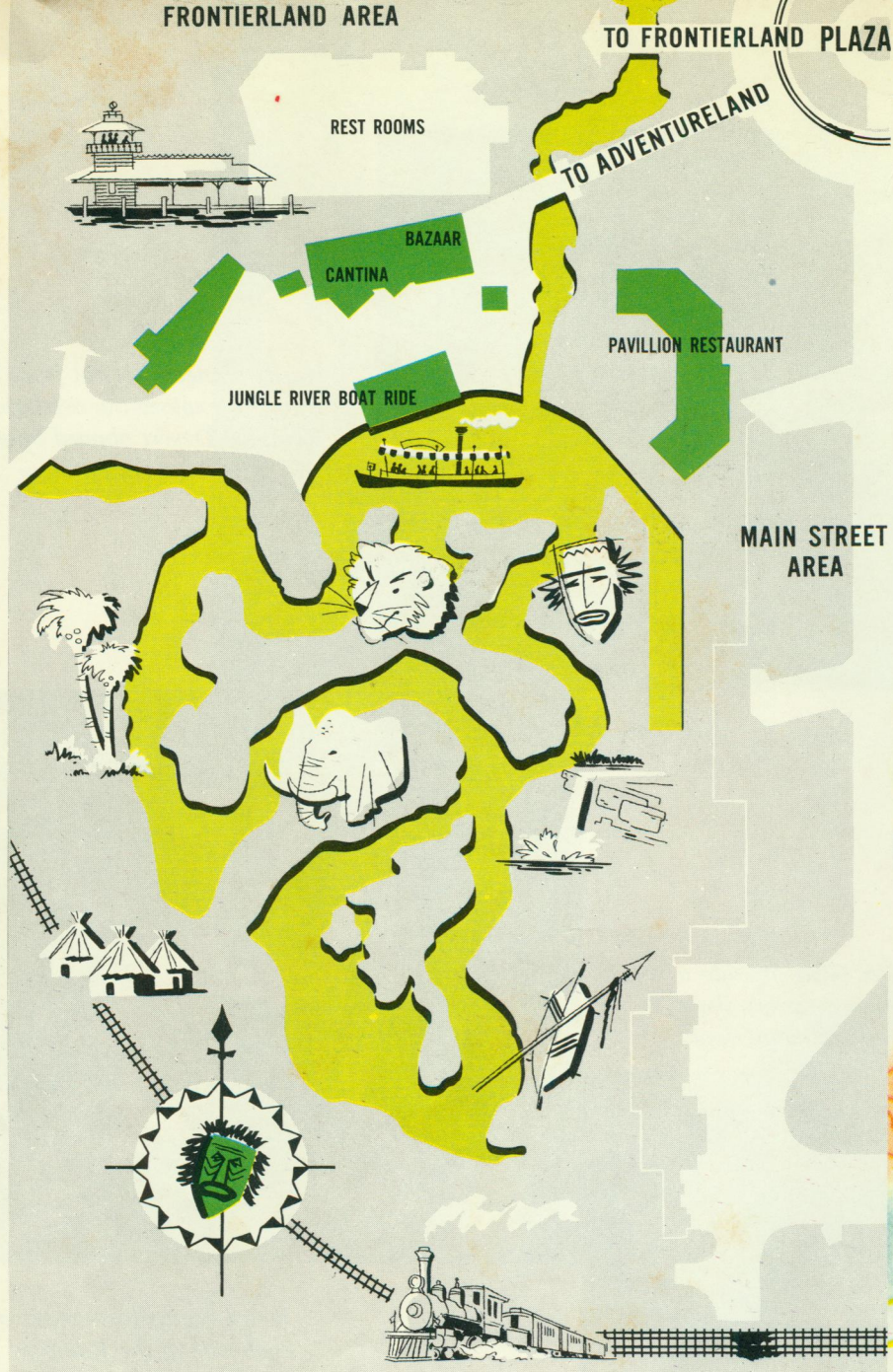
Colorfully costumed Can Can Girls provide a lively finale for the old western variety show at the Golden Horseshoe in Frontierland.



Weird cactus formations abound on each side of the Rainbow Mountain Mining & Exploration Company Mine Train as it chuffs across the Desert on its way to the magnificent Rainbow Caverns.

Log rafts transport fun-seeking "youngsters" to Tom Sawyer's Island in the Rivers of America where they'll fish, climb and explore just as the fictional Tom did many years ago.





Adventureland

Satisfy your longing to travel to far away places...all the color and excitement of the tropics.

Journey through the mysterious regions of the world, and experience the true life adventure of famous explorers. In Adventureland, described by Walt Disney as "the wonderland of Nature's own design," you'll find lifelike wild animals, crocodiles, and jungle natives. You may browse in tropical bazaars examining unique imports, and dine on the terrace of a Polynesian restaurant while the little river boats steam into port after their travels past waterfalls, rapids, savages and "wild" animals.



Two giraffes peer over the jungle brush along Adventureland's River.



Entrance to Adventureland and the start of your trip to far-away places.

Information

RIDES: River Boat Ride — Past real life-like animals, through the jungles of the tropics.

RESTAURANTS & REFRESHMENTS: Pavillion — Entered from Main St. or Adventureland • Cantina — Light refreshments • Orange Juice Stand.

REST ROOMS: Near Adventureland entrance.

SHOPS: The Bazaar — Here & There Imports • Mexican Mart • Lee Bros. • Hawaiian Shop • Island Trade Store • Guatemalan Weavers • Curio Hut • Tiki Tropical Shop.



Your explorer's boat narrowly misses a waterfall on its trip through Adventureland's rivers.

Thrills and excitement as a hippo "charges" a river boat in Adventureland.



Jumbo, the elephant, trumpets a welcome to passengers aboard Adventureland's river boats.

Adventureland



Jungle River explorer's boats await boarding passengers for a thrilling trip down the tropical rivers of Adventureland.





An Adventureland boat skipper points out the beautiful orchid country on a tropical river ride.



Hippos startle and thrill passengers aboard Adventureland's river boat.



Adventureland's colorful native bazaar displays imports from all over the world.

Disneyland Data



More than 900,000 people have signed the Disneyland Guest Register, located at the Plaza Apartments on Main Street, giving their home towns and addresses.

40% of all Disneyland visitors are from out of state, including visitors from 63 foreign countries.

The Disneyland Band gives 1460 concerts annually in Disneyland... and its leader, Vesey Walker, has won world-wide acclaim as band leader.

The average cost of a visit to Disneyland is \$2.29, which includes admission to the Park, rides, amusements, souvenirs, and parking.

Disneyland's 5 Millionth guest was greeted on October 4, 1956, less than 15 months after the Park's Opening Day.

More than 900 Disneylanders representing 106 crafts, trades and professions are employed in the Park to make the visitors' day more enjoyable.

It takes a crew of more than 200 men — carpenters, craftsmen, artists, and artisans, painters, and electricians, to keep Disneyland spotless and in perfect operating order at all times.

24 restaurants and refreshment stands in Disneyland are equipped to serve approximately 8000 persons hourly.

Approximately 935,460 hot dogs were consumed by Disneyland guests in the first year after the park was opened.

Airline tickets can be bought from any place in the world direct to Disneyland... five helicopter flights arrive daily at the Disneyland heliport.

Disneyland horses punch time cards. No horse is allowed to work over four hours per day or six days a week, and each is signed "in" and "out" by the timekeeper.

All animals at Disneyland and their quarters are inspected regularly by officers of the SPCA.

On one day in the month of August, 1956, Disneyland's visitors took a total of 25,000 boat trips on the Park's seven Water rides.

Disneyland is so designed that an actual walking distance of $1\frac{1}{4}$ miles takes you through the Park.

72 prancing steeds race around the carrousel in Fantasyland. Ten shields on the spears supporting the covering canopy of the carrousel represent 10 of the founding knights of the Round Table. Among those represented: Sir Launcelot, Galahad, Perceval, Tristan, Gawain and Gareth, Bedevere, Lionel and Bors.

45 Security Officers are employed on a full-time basis at Disneyland with eight others on call to protect the Park and its guests.

Walt Disney sometimes sits at the throttle of the E. P. Ripley on the Santa Fe & Disneyland RR to take the little train on its trip around the Park.

Approximately 270,000 gallons of water per hour are circulated to create the seven multi-colored waterfalls seen in the Rainbow Caverns in Frontierland. This is at 40 foot head.

Wild life of North America have "discovered" Disneyland. Flocks of wild geese, mallards, and other birds have found Frontierland's River a safe retreat in their pilgrimages south. The birds pause to rest here, and in some cases stay on for several months.

The track footage for the train rides in the park comes to 11,006 feet. This includes the track around the Park for the freight and passenger trains, the Casey, Jr. train ride in Fantasyland, and the Mine train in Frontierland.

The vegetation in Adventureland represents most of the tropical areas of the world. Among the trees in this fascinating wonderland are Gunnera plants, Bod plants, Black stem trees of New Zealand, and a Bo-tree (*Ficus Religiosa*), a native of India, whose history goes back some 2500 years.



The spacious Disneyland Hotel, offering the restful relaxation of a fine resort



Entrance to Disneyland Hotel Restaurants by Gourmet, overlooking terraced pools and orange groves

One of the attractive Gourmet dining areas, serving breakfast, lunch, dinner, and late snacks every day



Fabulous Disneyland Hotel and Restaurants

A resort atmosphere is the keynote of the new \$10 million Disneyland Hotel at Disneyland.

Designed and built for restful relaxation by Jack Wrather, Los Angeles and Texas industrialist and Mrs. Helen Alvarez of San Diego, the hotel, with the first eight units completed, has 202 rooms, each with either patio or sun-deck, a golf putting course, recreation area and children's playgrounds.

A patio arcade housing a shopping center with exclusive specialty and gift shops is also a feature of the hotel.

The Gourmet Restaurants, with coffee shop, cocktail lounges, and a dining area seating 1,000 patrons, overlook the hotel's lighted and terraced pools and orange groves. Breakfast, luncheon, dinner and late snacks are featured at the Gourmet, which is open seven days weekly. Private parties and banquets, accommodating from 25 to 500 are held on the spacious second floor of the air conditioned restaurant.

The main administration building of the hotel has a beauty shop, barber shop and four com-

plete conference rooms for business meetings and conventions.

The luxurious Presidential Suite, comprising two bedrooms, two baths with dressing rooms, living room and foyer, and two patios, is also on the second floor of the main building.

A unique drive-in registration desk is provided at the main entrance of the hotel. Visitors and guests may register and drive directly to the private parking area adjacent to their rooms without entering the main lobby.

The rooms are designed and furnished so two children under 12 accompanied by parents may be housed in comfort and convenience in the single unit at no additional cost.

The pools are ideally situated midway between the hotel units and the main administration building and restaurants, providing ready accessibility to all points. One large Olympic-size swimming pool with sand area and cabanas dominates the landscape, while alongside it is another, smaller wading pool and sand-and-play area for the youngsters, and a putting green beyond.

Index

Following is an index of Rides and Amusements, Shops and Stores,
Food and Refreshments, Free Exhibits and Shows in Disneyland.
For your convenience, each facility is listed by
type of attraction and by location in Disneyland.

RIDES & AMUSEMENTS

Main Street

Main Street Cinema
Horse-drawn Fire Engine
Passenger Train
Penny Arcade
Horse-drawn Streetcars
Surrey Ride
Omnibus
Shooting Gallery
Horseless Carriage

Tomorrowland

AstroJet
Autopia Cars and Freeway
Rocket to the Moon
Skyway Ride to Fantasyland
Space Station X-1
Tomorrowland Boats
20,000 Leagues under the
Sea Exhibit

Fantasyland

Carrousel
Casey Jr. Train
Dumbo the Flying Elephant
Mad Hatter Tea Cup Ride
Mickey Mouse Club Cartoon
Theater
Mr. Toad's Wild Car Ride
Peter Pan Ride
Skyway Ride to Tomorrowland
Storybook Land Canal Boat Ride
Snow White Adventures Ride

Frontierland

Conestoga (Covered Wagon)
Ride
Stagecoach Ride
Mule Pack Ride
Mike Fink's Keel Boat Ride
Indian War Canoe Rides
& Village
Tom Sawyer Island Raft Ride
Western Freight Train Ride
Rainbow Caverns Mine Ride
Mark Twain Riverboat Ride

Adventureland

Jungle River Boat Ride

FREE EXHIBITS & SHOWS

Main Street

Pianos & Organs (*Wurlitzer*)
Bank of America
Upjohn Pharmacy
Locks and Keys (*Yale & Towne*)
North America Companies
Information Center
Swift Market House
Camera Store Exhibit (*Eastman*)

Tomorrowland

American Dairy Association

Aluminum in our Future
(*Kaiser Aluminum &
Chemical Corp.*)
Crane Exhibit
(*Bathroom of Tomorrow*)
Dutch Boy
(*Our Future in Colors*)
American Motors Circarama—
(*Movies that Surround You*)
Richfield Oil Corporation—
(*"The World Beneath Us"*
Cinemascope Technicolor
Cartoon & Diorama)
Monsanto
(*Hall of Chemistry*)
(*House of the Future*)

Frontierland

Golden Horseshoe Saloon
(*Pepsi-Cola presents complete
Old Western Stage Show*)

SHOPS & STORES

Main Street

Art Corner Gallery
Bakery, Puffin
Bank of America
Books, Children's
Camera Store
Candy Palace
China & Glass
Emporium Department Store
Gem Shop
Gibson Greeting Cards
Glass Blower
Ice Cream Parlor
Jewelry
Lock and Key Shop
Locker Service
Metal and Wood Gifts
Motion Picture Souvenirs
Music Store
Newsstands
Pen Shop
Pianos and Organs
Print Shop
Real Estate
Silhouette Studio
Strollers and Wheel Chairs
Sunny-View Farms, Jams & Jellies
Swift's Market House
Swimsuits & Sportswear
Tobacco Shop
Toy Store (*Emporium*)
Upjohn Pharmacy
Watches & Clocks

Adventureland

Bazaar
Curio Hut
Chinese Gifts
Guatemalan Weavers
Hawaiian Shop
Here and There Imports
Island Trade Store
Mexican Mart
Tropical Imports

Frontierland

Bone Jewelry
Boots and Saddles
Frontier Gun Shop
Leather Shop
Men's and Women's Sports Wear
and Blankets
Mexican Village
Squaw Shop
Trading Post
Western Toy Shop

Fantasyland

The Art Corner, Pictures and
Art Supplies
Magic Shop
Toys and Novelties

Tomorrowland

The Art Corner, Pictures
and Art Supplies
Hobbies and Toys

FOOD & REFRESHMENTS

Main Street

Coffee House (*Maxwell House*)
Ice Cream Parlor (*Carnation Co.*)
Puffin Bakery
Refreshment Corner
(*Coca-Cola Co.*)
Refreshment Stand
(*Railroad Station*)

Main Street Plaza

Carnation Plaza Gardens
(*Open Air*)
Pavillion Restaurant
(*Cafeteria style*)
Red Wagon Inn

Tomorrowland

Dairy Bar
(*American Dairy Association*)
Yacht Club
Space Bar

Fantasyland

Grape Juice Stand (*Welch's*)
Pirate Ship Restaurant
(*Chicken of the Sea*)
Food and Refreshment Stands

Frontierland

Chicken Plantation Restaurant
Golden Horseshoe (*Pepsi-Cola*)
Oaks Tavern (*Malt Shop*)
Casa de Fritos (*Mexican Food*)
Pancake House (*Aunt Jemima*)
Refreshment Stand
New Orleans Barbecue

Adventureland

Pavillion (*Cafeteria style*)
Tropical "Saloon" and Cantina
Refreshment Stand